



Essential Shelf

The e-commerce platform for the uncertainty of tomorrow and the needs of today.

White Paper

essentialshelf.com

Essential Shelf

White Paper

Version 0.1.0

Copyright © 2020 Essential Shelf | All rights reserved

Mission Statement

The e-commerce platform for the needs of today and the uncertainty of tomorrow.

Essential Shelf utilizes blockchain technology to ensure the quality of products sold, and cryptocurrency to provide supplies to people all over the World.

Our goal is to create a global e-commerce platform that breaks down the information and payment walls of today, to stock essential goods and supplies on everyone's shelves for tomorrow.

Table of Contents

Mission Statement	2
Abstract	6
Introduction	7
E-commerce Market Analysis	7
Difficulties	9
Panic Buying and Price Gouging	9
Scams	10
Features	11
Problems with Supply Chain	11
Importance of Blockchain	12
ESS Verification	13
Cryptocurrency	14
ESS Technology	15
Business Strategy	17
Local Ecosystem	17
Global Ecosystem	19
ESS Vendor Program	19
ESS Vendor Program Process	20
ESS Consultants	21

Disclaimer

Important Notice

Please read the following sections carefully.

This white paper (“White Paper”) has been issued by Essential Shelf Limited (“Essential Shelf”). No part of this White Paper is to be reproduced, distributed, disseminated or otherwise transmitted.

General Disclaimer

This White Paper is a work in progress and will be updated with more details from time to time. More details about the Essential Shelf project (“Project”) and token usage may be added from time to time in a series of updates which will be noted on the Project’s official website at essentialshelf.com (“Website”). Please be cautious of other phishing sites and similar sites. If you are in doubt as to the action you should take, please consult your financial, legal, tax, technical or other professional advisors.

Legal Disclaimer

This White Paper and the information contained herein, should be regarded as an informative document describing the technical and business aspects of the Essential Shelf project. This White Paper is not binding and Essential Shelf Limited shall not be responsible for any loss arising from the use, reference, or basing of information from this White Paper.

This White Paper is prepared based on the current views and plans of the Project. Certain statements, estimates and financial information contained in this White Paper can be regarded as forward-looking statements. Such forward-looking statements or information involve known and unknown risks and uncertainties, which may cause actual events or results to differ materially from the estimates or the results implied or expressed in such forward-looking statements. Essential Shelf reserves the sole and absolute discretion to revise this White Paper from time to time by posting the updated White Paper on the Website. Such updated White Paper will become effective immediately from the time of posting. The sole purpose of this White Paper is to provide the recipient with preliminary information about the Project.

All statements of opinion and all projections, forecasts, or statements relating to expectations regarding future events or the possible future performance represent the Project's own assessment and interpretation of information available to it currently.

None of the information in this White Paper has been filed with, reviewed by, or approved by any regulatory authority. This Whitepaper does not constitute a prospectus or offer document of any sort. This White Paper is also not intended to constitute an offer of, or a solicitation for investment in, capital markets products, securities or any other financial or investment instrument in any jurisdiction. This White Paper does not constitute an offer to sell or a solicitation of an offer to purchase the tokens in any jurisdiction in which such offer or solicitation is not authorized or to any person to whom it is unlawful to make such offer or solicitation.

Language Disclaimer

This White Paper was conceived, designed and written in the English language. The Essential Shelf team is currently working with multiple entities to translate this White Papers to other languages. In the event of any conflict or inconsistency, the English version of this White Paper shall take precedence over the translated version.

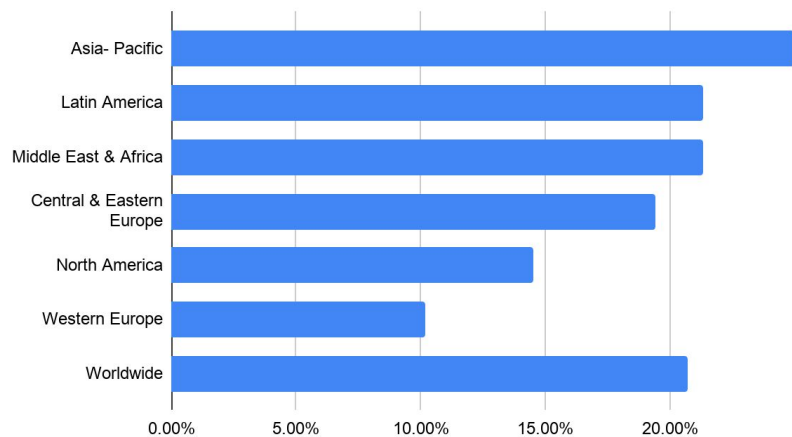
Abstract

The Essential Shelf company and project was created to provide a technological service necessary in this challenging era whose events affect the lives of billions of people around the world.

The significant increase in smart phone and internet technology (together “mobile technology”) has brought connectivity to the world. More and more people have access to global information, share their own knowledge with others, and engage in online commerce otherwise known as E-commerce.

Nowhere is this more prevalent than in the emerging markets where much of the 2019 growth is driven by the Asia-Pacific region, which will see a 25 percent E-commerce growth rate in 2019. This is followed by the regions of Latin America and the Middle

E-Commerce Share of Retail Sales by Region 2019



East and Africa, both of which can expect to see online retail growth rates of 21.3 percent¹. However it is also these areas that are hardest hit by climate related natural disasters. In the 21st century out of the top 20 deadliest natural disasters, only 2 occurred in developed countries with the remaining 18 in developing and emerging countries².

¹ "Global E-commerce Sales Growth (2017 – 2023) - Oberlo." <https://www.oberlo.com/statistics/global-E-commerce-sales-growth>.

² "List of natural disasters by death toll - Wikipedia." https://en.wikipedia.org/wiki/List_of_natural_disasters_by_death_toll.

It is no secret that global warming, air pollution, and man-made development have put billions at risk. However, due to the advancement of construction, safety, and early warning technology, countless lives are saved with each subsequent climate related disaster. Figures show that the number of weather related disasters are on the rise, but the number of deaths is on the decline³.

The Essential Shelf project was created to implement the latest technologies to provide essential supplies most efficiently, directly, and quickly, to the people that need them the most.

Introduction

E-commerce Market Analysis

The e-commerce market has continued to see growth year over year with no signs of stagnation. Improved delivery systems make purchasing easier and faster, consumer-friendly platforms make finding and comparing goods simple, and social media has re-invented how products are now marketed. These factors have all led to the growth of giant e-commerce sites such as Amazon, Alibaba, eBay, and Rakuten with more catering to every industry and niche.

As of 2019, the global e-commerce market size was valued at over 9 trillion dollars and is projected to triple to over 27 trillion dollars by 2027 with a compound annual growth rate of around 15%⁴. The market shows continued growth fueled by a dramatic increase in connectivity through mobile technology,

³ "Daily chart - Weather-related disasters are increasing" 29 Aug. 2017,

<https://www.economist.com/graphic-detail/2017/08/29/weather-related-disasters-are-increasing>.

⁴ "E-commerce Market Size, Share & Trends Analysis Report By Model Type (B2B, B2C), By Region (North America, Europe, Asia Pacific, Latin America, Middle East & Africa), And Segment Forecasts, 2020 - 2027", Grand View Research, May 2020. Accessed July 17, 2020.

<https://www.grandviewresearch.com/industry-analysis/e-commerce-market#:~:text=The%20global%20e%2Dcommerce%20market,14.7%25%20from%202020%20to%202027>.

increased demand for supplies and convenient ways to obtain them, and a boom in small to medium sized businesses who put their services online to meet the demand. The growing middle class population is made up of many tech-savvy young people who grew up with the Internet as a fact of life.

The ongoing development of e-commerce technology has produced increasingly accessible technologies that allow almost any business to offer their services online. Payment gateways have developed increasingly convenient options for online and offline payments, allowing for quick and easy online transactions, and a multitude of options for those without access to a credit or debit card. Major corporations such as department stores continue to explore ways to shift a greater proportion of their sales to online portals rather than brick and mortar storefronts.

In early 2020 the world was brought to a standstill by a new type of virus, labeled COVID-19 (“Coronavirus”). The virus has resulted in significant changes in daily routines, and more specifically how people interact with one another. Simple tasks such as visiting the supermarket are now second-guessed with fear and uncertainty, as can be seen by a study where 73% of the participants are shopping less frequently at physical stores⁵. This has resulted in an online purchasing boom. Shoppers have taken to e-commerce sites and apps to get their daily necessities, goods that they would have previously bought at physical stores. Many have even branched over to purchasing meal kits online to avoid visiting restaurants. Online food kit distributor HelloFresh has seen a 68.1% increase in global revenue when compared to the previous year⁶.

⁵ "Changes in Grocery Shopping Habits During COVID-19 | C+R"

<https://www.crrresearch.com/coronavirus-shopping-habits>.

⁶ "HelloFresh, Blue Apron see bump in sales as Americans turn" 6 May. 2020,

<https://www.foodnavigator-usa.com/Article/2020/05/06/HelloFresh-Blue-Apron-see-bump-in-sales-as-Americans-turn-to-meal-kits-during-the-pandemic>.

As a result, the e-commerce industry, or the general online purchasing industry has seen significant growth with new users finding “ordering online” convenient and safe. Previously, shoppers that would have bought their necessities at physical stores have experienced the convenience of “ordering online.” Going to restaurants to get restaurant-quality food has been replaced with ordering high-quality meal-kits.

Combined with the prediction that there will be a second wave of Coronavirus outbreaks by health experts⁷, market forecasts of online services remains high, as can be seen by the recent stock price of companies such as Amazon⁸.

Difficulties

Disasters such as the 2011 Tohoku Earthquake, 2011 Queensland Floods, 2015 Nepal Earthquake, and the current COVID-19 Pandemic have made it clear that as much as the world has “shrunk” with improved supply chain distribution systems, access to supplies during and after emergencies is still plagued with technical and logistical problems. During the height of the coronavirus panic in the States, Amazon sold out of basic necessities such as water and toilet paper⁹. Panic buying during and after emergencies have resulted in supplies running low and companies failing to keep necessities in stock.

Panic Buying and Price Gouging

Research in buying habits during times of crisis have proven that most shortages are the result of panic buying. This holds true for the current COVID-19 pandemic where panic buying is disrupting distribution channels¹⁰. The

⁷ "Second wave of coronavirus could bring higher peak in fall" 14 May. 2020, <https://www.businessinsider.com/second-wave-of-coronavirus-infections-may-peak-in-fall-2020-5>.

⁸ "Amazon - 23 Year Stock Price History" <https://www.macrotrends.net/stocks/charts/AMZN/amazon/stock-price-history>.

⁹ "Amazon out of toilet paper and water; 'working hard' to get it" 15 Mar. 2020, <https://www.usatoday.com/story/tech/2020/03/15/amazon-toilet-paper-water-household-items/5055632002/>.

¹⁰ "Could you buy a little less, please?': panic-buying disrupts food." 23 Mar. 2020, <https://www.theguardian.com/world/2020/mar/23/us-coronavirus-panic-buying-food>.

distribution of goods is further impacted by price gouging, which frequently occurs after natural disasters when essentials are needed the most. During the current COVID-19 pandemic a convenience store was selling a gallon of milk for \$10, a Florida man was selling 15 N95 masks for \$3,799, and a Minnesota shop marked up 35 rolls of toilet paper for \$79.99¹¹. Panic buying and price gouging have left many of the less fortunate without basic necessities and vulnerable during times of crisis.

Scams

To make matters worse some companies and individuals use times of crisis to produce and deliver substandard products to those in need. Blatant exploitation can be seen through recent cases involving a British man selling \$15,000 in fake COVID-19 treatment kits around the world¹², as well as the seizure of 1,000 counterfeit COVID-test kits from a man traveling to Mexico¹³.

The Essential Shelf (henceforth referred to as “ESS”) project was created to address the problems above, the problems related to everything from supply shortages, to price gouging, to substandard quality products. Focusing on the essentials, goods people need every day, the Essential Shelf e-commerce and online store (“ESS Store”) will provide goods that people need every day, by creating a system where the local ecosystems can run efficiently while being supported by a global network during times of emergencies.

¹¹ "Price Gouging Complaints Surge Amid Coronavirus Pandemic" 27 Mar. 2020, <https://www.nytimes.com/2020/03/27/us/coronavirus-price-gouging-hand-sanitizer-masks-wipes.html>.

¹² "British man sentenced for £12,000 fake coronavirus treatment" 10 Jul. 2020, <https://www.independent.co.uk/news/uk/crime/coronavirus-test-kits-fake-scam-man-charged-a9610606.html>.

¹³ "CBP found 1,000 fake COVID-19 test kits stuffed in a suitcase" 21 May. 2020, <https://www.insider.com/cbp-found-1000-fake-COVID-19-coronavirus-test-kits-suitcase-2020-5>.

Features

The Essential Shelf project aims to utilize the latest technologies to tackle problems with today's supply chain management and transparency systems to directly deliver essential goods to people that need them, specifically during times of emergencies.

Problems with Supply Chain

A clear example of an ineffective supply chain management system came to light in January 2020 when People in a southern Puerto Rico city discovered a warehouse filled with water, cots and other unused emergency supplies that have been piled in the warehouse since Hurricane Maria battered Puerto Rico in September 2017¹⁴.

There is also the subsequent instance of mismanagement of funds and lack of transparency where the Red Cross was accused of building only six new homes after raising half a billion dollars for Haiti in response to the 2010 Haiti earthquake¹⁵. As a result, Haitians publicly urged people not to donate to the American Red Cross after the 2016 Hurricane Matthew disaster¹⁶.

¹⁴ "Discovery of unused disaster supplies angers Puerto Rico" 18 Jan. 2020, <https://www.latimes.com/world-nation/story/2020-01-18/discovery-of-unused-disaster-supplies-angers-puerto-rico>.

¹⁵ "How the Red Cross Raised Half a Billion" 3 Jun. 2015, <https://www.propublica.org/article/how-the-red-cross-raised-half-a-billion-dollars-for-haiti-and-built-6-homes>.

¹⁶ "Haitians are urging people not to give money to American Red" 9 Oct. 2016, <https://www.independent.co.uk/news/world/americas/haitians-urging-people-not-give-money-american-red-cross-how-to-help-hurricane-matthew-aid-cholera-a7352681.html>.

Importance of Blockchain

Due to the critical nature of the project and the importance of its mission, the ESS team has decided to integrate blockchain technology as a solution to address the problems associated with supply chain management, transparency, and verification.

The ESS platform will seek to build a Hybrid Supply Chain Management system (“HSCM”) verified by blockchain to track the delivery and quality of goods from vendor to consumer on the ESS Store, thereby creating an immutable set of records regarding goods sold through the ESS Store for traceability and accountability of the goods sold.

In order to facilitate the process of goods reaching the people in need quickly and efficiently, the HSCM will implement contract technology to create digital contracts in W3C ISO standard formats (“ESS Contracts”) for the facilitation of B2B electronic transaction and record keeping. ESS Contracts will be created in the form of invoices, purchase orders, and general B2B contracts, and will be integrated with smart contracts developed by the ESS project to create trust between vendors and purchasers. To further ensure the validity of the data, ESS Contracts are backed up on the InterPlanetary File System (“IPFS”). Where previous supplier and buyer negotiations failed, the HSCM seeks to deliver more essential goods to people that need them by developing a system where technology creates trust between suppliers and buyers.



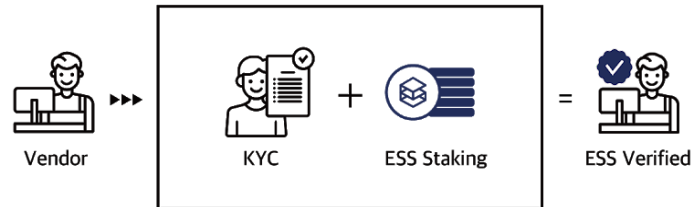
ESS Verify

During times of crisis previous declined suppliers have been authorized, resulting in countries with stringent regulatory authorities have been flooded with counterfeit health and sanitary products¹⁷. To combat substandard goods sold during times of crisis, the ESS platform will implement a Verification system (“ESS Verify”) for transparency and accountability. Certain goods sold through the ESS Store will require vendors to receive the verification mark.

The verification mark is obtained through a combination of KYC and staking ESS on the Essential Shelf platform. Users of the platform can feel confident that they will receive the goods in the quality that was described when purchasing from verified vendors. In order to ensure the highest quality, every vendor will

¹⁷ "COVID-19 (coronavirus): Panic buying and its impact on" 28 Apr. 2020, <https://blogs.worldbank.org/health/COVID-19-coronavirus-panic-buying-and-its-impact-global-health-supply-chains>.

be required to maintain an above average customer review. In the event their average customer review drops the vendor's verification will be removed and subject to review. In the event the vendor does not pass the review their staked ESS will be forfeited to the platform.



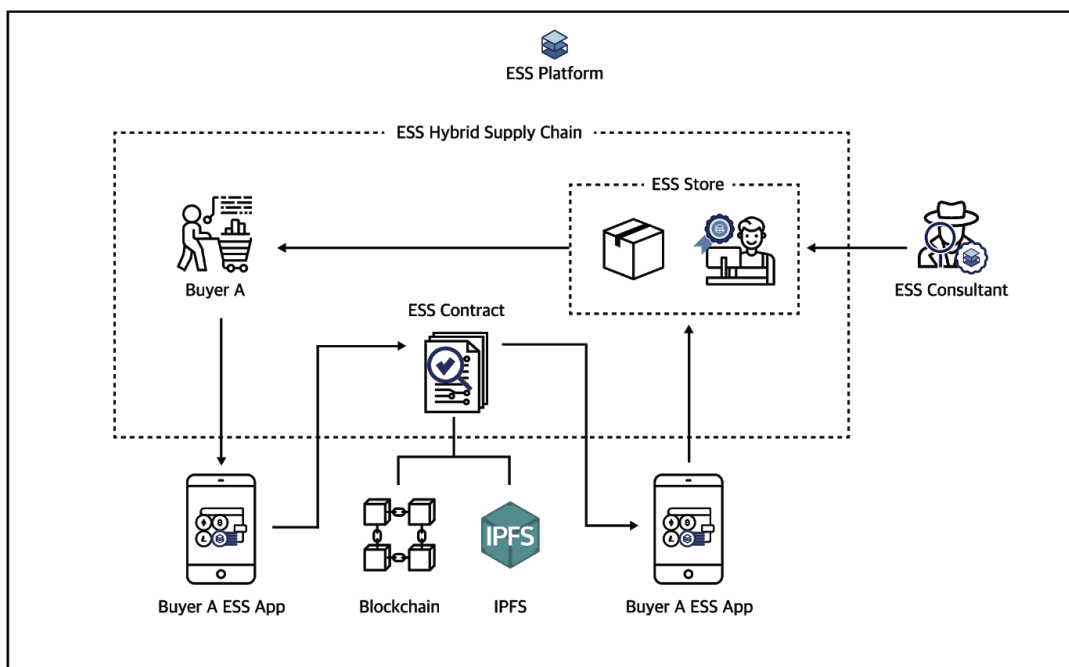
Cryptocurrency

The invention of Bitcoin, followed by continuing mass adoption of BTC and other cryptocurrencies, with the creation of systems of exchanges and usages of the cryptocurrencies, has resulted in digital assets that are accepted globally and instantly liquidable. Cryptocurrencies have established themselves as truly borderless payment methods. When accepted as a form of payment, platforms previously restricted by the limitation of the local payment gateways can take on a global audience with a global client base.

The ESS platform will implement its own cryptocurrency, and accept other major cryptocurrencies as forms of payment in order to provide services to users that previously faced limitations, as well as to settle payment that previously took days into minutes. Essential Shelf Coin ("ESS Coin) holders will be able to participate in certain features of the platform as well as utilize the coin to purchase goods and services in the ESS Store. To further facilitate an efficient system, the ESS platform will create and offer ESS Points. The Points generated by the platform will be of a stable value backed by the profits of the platform itself, and redeemable at a set price by the platform.

ESS Technology

The ESS Hybrid Supply Chain Management (“HSCM”), is the combination of ESS Contracts, ESS blockchain smart contract technology, and ESS escrow services. By combining the three technologies above, the ESS platform seeks to complete purchase orders previously failed due to the lack of communication and trust between seller and purchaser.



The HSCM will create and implement industry standard human and machine readable contracts to allow the contract data to be implemented into current systems no matter how the database is formatted. The platform will create and offer multiple contract templates, where sellers and buyers can simply choose a contract template that fits their order and input data into specific premarked fields. The contracts will then be connected to ESS smart contracts, more

specifically code conditions that automatically update the participants to the status of the contract. The seller and buyer can check the status of the details in the contract without contacting the other party. Lastly, the HSCM will provide users with escrow features to ensure that both parties deliver on conditions agreed upon.

Business Strategy

The Coronavirus pandemic has wrought financial havoc in addition to the human toll it's taken. The crisis has forced most local businesses to either shut their doors or pivot to new and innovative business models. It has been a tremendous across-the-board blow to entire sectors, such as the travel and live entertainment industries. At the same time, it has been a boon to other businesses such as E-commerce and food delivery. More notably, it has forced other business to innovate new and creative business models to meet the sudden dramatic shift in consumer demand and behavior. Many of these models will be here to stay even long after the current pandemic subsides.

Local Ecosystem

Stay-at-home orders in hard hit areas have created a situation where the food service businesses most likely to stay afloat were those best prepared to provide home deliveries in the first place. Other businesses were able to survive by being especially creative in their pivots. For example, a strip club in Oregon that previously sustained itself exclusively through live entertainment found a novel way to stay afloat. The Lucky Devil Lounge became Lucky Devil Eats, providing home meal kits delivered by its dancers¹⁸.

Meal kits were a previously stagnant industry that is now thriving in the wake of the pandemic¹⁹. Local businesses have met the rising demand with online stores where people nearby can sell or donate goods to people in need. Out of

¹⁸ "Oregon strip club pivots to preparing food, and its dancers deliver," 09 May 2020
<https://www.nbcnews.com/news/us-news/oregon-strip-club-pivots-preparing-food-its-dancers-deliver-n1202551>

¹⁹ "The pandemic is boosting a stagnant meal kit industry," 23 May 2020
<https://www.post-gazette.com/business/money/2020/05/23/The-pandemic-is-boosting-a-stagnant-meal-kit-industry-Will-interest-persist-when-people-can-leave-homes/stories/202005220010>

necessity, a whole new demographic of consumers has discovered the satisfaction of cooking at home with fresh meal kits, jump starting the market. Much of this rising demand is likely to continue even if lockdowns are lifted²⁰. In these times, many households are choosing to prepare for weeks and even months ahead by stocking up in bulk. Local restaurants can offer packages to companies or meal tickets as a bulk package. The meal kit market is now projected to grow by 13% annually going forward, and reach \$20 billion by 2027²¹.

The crisis has led to a surge in demand for emergency supplies, most prominently face masks as federal government health organizations around the world have recommended that their citizens wear masks when interacting with others. The almost overnight boom in mask purchases has led to a deficit in supply, paradoxically with many sources willing to meet the demand but lacking an outlet.

Etsy is an example of a service that stepped in to fill the gap with astounding success. When Etsy began pushing face masks on its website in April 2020, its revenue doubled almost instantly. Etsy users had begun crafting creative face masks designs at home, producing them in bulk and selling them on the site. The boost in revenue was only in face mask purchases; residual sales of non-mask items rose by 79%²².

²⁰ "Preparing Fresh, Healthy Food at Home with Meal Delivery Kits," 09 June 2020

<https://reportedtimes.com/preparing-fresh-healthy-food-at-home-with-meal-delivery-kits/>

²¹ "Meal kit industry expected to hit \$20B by 2027 | Grocery Dive." 6 Jun. 2020,

<https://www.grocerydive.com/news/meal-kit-industry-expected-to-hit-20b-by-2027/579265/>.

²² "Etsy sales doubled in April thanks to homemade masks," 06 May 2020

<https://www.theverge.com/2020/5/6/21249870/etsy-mask-sales-earnings-doubled-april-q1-2020-result>

Global Ecosystem

The sudden, drastic global shift in consumer demand and behavior has exposed an imbalance in supply and demand. Consumers scooped up and sometimes even panic bought emergency supplies such as food, masks and toilet paper in their local ecosystem, resulting in perceived shortages. In reality, the supply was most often plentiful; it was only a matter of addressing the disconnect between vendor and customer.

The Essential Shelf E-commerce platform will help facilitate beyond B2C models (business to Consumer) to F2C (Factory to Consumer) models on a global scale to shorten the supply chain to increase efficiency and speed by allowing and some times facilitating (Explained in section “Essential Care”) F2C models. The F2C markets are growing exponentially, with major e-commerce such as Amazon seeing 100~200% annual growth in F2C merchants²³. The Essential Shelf project will work with manufacturers, factories, and original sources to reduce the friction and length of the supply chain.

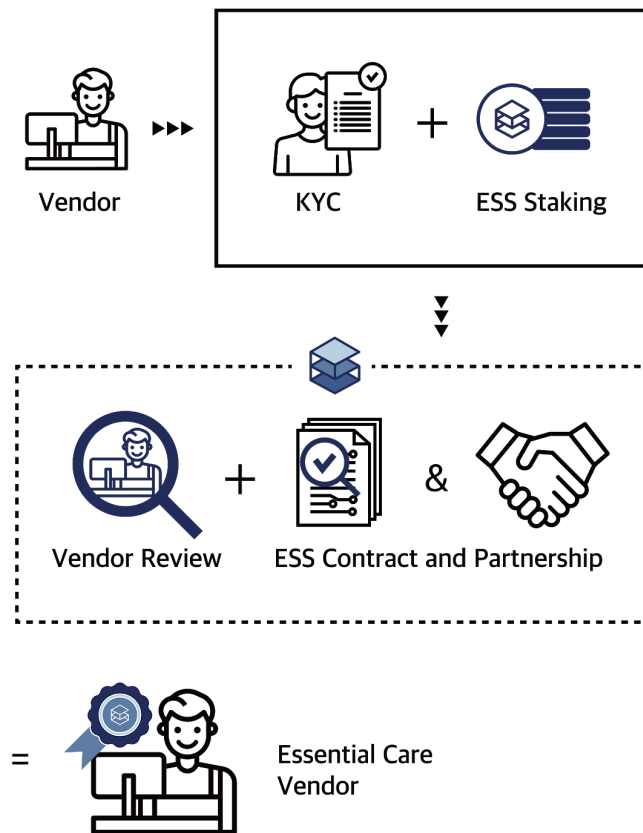
During times of crisis, when local supplies, regional, and even state supplies run low or run out, the ESS global supply network will give customers quick and easy access to the supplies they need, and vendors an outlet through which to make sales.

ESS Vendor Program

ESS Vendor Program serves the ESS Store's direct vendors, which can consist of manufacturers, factories, and original sourcers. Members of the Vendor Program have received the ESS Verify mark, have been thoroughly reviewed

²³ "China's Factory to Consumer (F2C) Revolution ... - Vander.co."
[https://vander.co/chinas-factory-to-consumer-f2c-revolution-challenges-and-opportunities/..](https://vander.co/chinas-factory-to-consumer-f2c-revolution-challenges-and-opportunities/)

directly by the ESS team for quality, and agree to use the ESS Hybrid Supply Chain Management system. By utilizing the HSCM system, goods will be tracked from manufacturing to consumer delivery through a tracking system verified through blockchain integration. Consumers will be able to track goods from creation to their delivery.



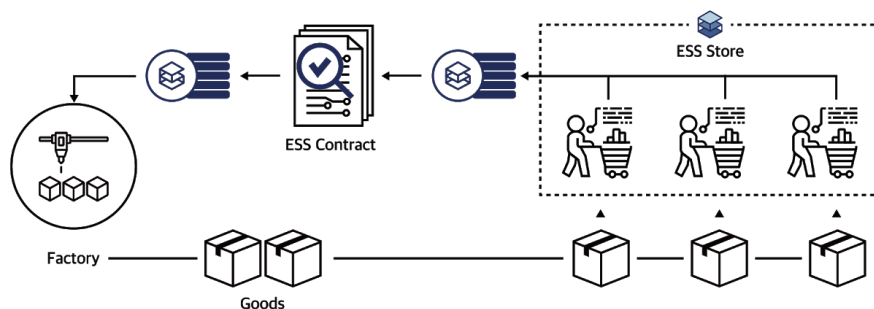
ESS Vendor Program Process

1. Vendor and consumer sign an ESS Contract.
2. The consumer's initial deposits are confirmed through smart contract technology.
3. The delivery of supplies is tracked through the ESS supply chain.
4. The consumer sends the final payment to the ESS Store, which is held in escrow.

5. Upon delivery confirmation, the escrow is released to the vendor.

In addition, Direct to Consumer (DTC) companies using the more efficient and shorter supply chain management system will be able to reduce their costs. In the case of Chinese DTC companies selling goods to the United States, this can allow their pricing to remain competitive in the wake of the Trump administration imposing higher duties on Chinese goods being imported into the United States²⁴.

To further facilitate DTC global trade to the local levels, the ESS Store implements a group bulk purchase feature. Vendors set a target buy amount for creation and delivery of their product, after which shoppers can reserve orders. When the vendor target amount is reached, the order executes. The vendor receives the funds and the shoppers receive the products. This gives individuals access to products previously only accessible to them at higher prices, and vendors the security that bulk order has been placed.

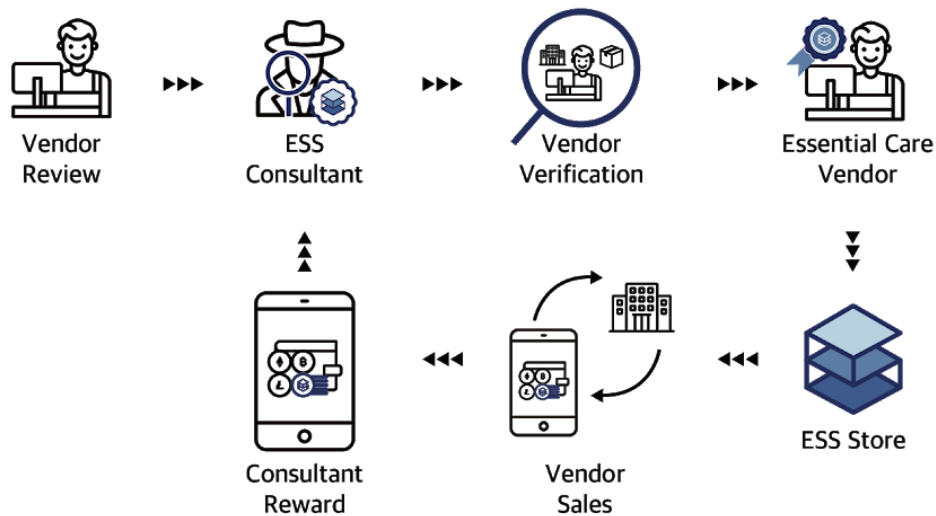


ESS Consultants

To scale the ESS Team in order to verify vendors and transactions across the world. The ESS platform will implement an ESS Consulting (“Consultant(s)”).

²⁴ "Tons of fear": How DTC companies are dealing with Trump's" 22 Aug. 2019, <https://www.modernretail.co/startups/tons-of-fear-how-dtc-companies-are-dealing-with-trumps-tariffs/>.

system. Consultants will be assigned vendors to review by the ESS platform or can choose from a list of vendors awaiting approval. Consultants will verify the legitimacy of vendors through research either online or physically. They can be tasks to physically verify vendors and supplies. In return the ESS Consultants will be rewarded with either, ESS Coins, ESS points, or a percentage of the monies made through the transaction depending on the level of verification performed by the Consultant.



References

"Global E-commerce Sales Growth (2017 – 2023) - Oberlo."

<https://www.oberlo.com/statistics/global-E-commerce-sales-growth>.

"List of natural disasters by death toll - Wikipedia."

https://en.wikipedia.org/wiki/List_of_natural_disasters_by_death_toll.

"Daily chart - Weather-related disasters are increasing" 29 Aug. 2017,

<https://www.economist.com/graphic-detail/2017/08/29/weather-related-disasters-are-increasing>.

"E-commerce Market Size, Share & Trends Analysis Report By Model Type (B2B, B2C), By Region (North America, Europe, Asia Pacific, Latin America, Middle East & Africa), And Segment Forecasts, 2020 - 2027", Grand View Research, May 2020. Accessed July 17, 2020.

<https://www.grandviewresearch.com/industry-analysis/e-commerce-market#:~:text=The%20global%20e%2Dcommerce%20market,14.7%25%20from%202020%20to%202027>.

"Changes in Grocery Shopping Habits During COVID-19 | C+R"

<https://www.crrresearch.com/coronavirus-shopping-habits>.

"HelloFresh, Blue Apron see bump in sales as Americans turn" 6 May. 2020,

<https://www.foodnavigator-usa.com/Article/2020/05/06/HelloFresh-Blue-Apron-see-bump-in-sales-as-Americans-turn-to-meal-kits-during-the-pandemic>.

"Second wave of coronavirus could bring higher peak in fall" 14 May. 2020,

<https://www.businessinsider.com/second-wave-of-coronavirus-infections-may-peak-in-fall-2020-5>.

"Amazon - 23 Year Stock Price History"

<https://www.macrotrends.net/stocks/charts/AMZN/amazon/stock-price-history>.

"Amazon out of toilet paper and water; 'working hard' to get it" 15 Mar. 2020,

<https://www.usatoday.com/story/tech/2020/03/15/amazon-toilet-paper-water-household-items/5055632002/>.

"'Could you buy a little less, please?': panic-buying disrupts food." 23 Mar. 2020,

<https://www.theguardian.com/world/2020/mar/23/us-coronavirus-panic-buying-food>.

"Price Gouging Complaints Surge Amid Coronavirus Pandemic" 27 Mar. 2020,

<https://www.nytimes.com/2020/03/27/us/coronavirus-price-gouging-hand-sanitizer-masks-wipes.html>.

"British man sentenced for £12,000 fake coronavirus treatment" 10 Jul. 2020, <https://www.independent.co.uk/news/uk/crime/coronavirus-test-kits-fake-scam-man-charged-a9610606.html>.

"CBP found 1,000 fake COVID-19 test kits stuffed in a suitcase" 21 May. 2020, <https://www.insider.com/cbp-found-1000-fake-COVID-19-coronavirus-test-kits-suitcase-2020-5>.

"Discovery of unused disaster supplies angers Puerto Rico" 18 Jan. 2020, <https://www.latimes.com/world-nation/story/2020-01-18/discovery-of-unused-disaster-supplies-angers-puerto-rico>.

"How the Red Cross Raised Half a Billion" 3 Jun. 2015, <https://www.propublica.org/article/how-the-red-cross-raised-half-a-billion-dollars-for-haiti-and-built-6-homes>.

"Haitians are urging people not to give money to American Red" 9 Oct. 2016, <https://www.independent.co.uk/news/world/americas/haitians-urging-people-not-give-money-american-red-cross-how-to-help-hurricane-matthew-aid-cholera-a7352681.html>.

"COVID-19 (coronavirus): Panic buying and its impact on" 28 Apr. 2020, <https://blogs.worldbank.org/health/COVID-19-coronavirus-panic-buying-and-its-impact-global-health-supply-chains>.

"Oregon strip club pivots to preparing food, and its dancers deliver," 09 May 2020 <https://www.nbcnews.com/news/us-news/oregon-strip-club-pivots-preparing-food-its-dancers-deliver-n1202551>

"The pandemic is boosting a stagnant meal kit industry," 23 May 2020 <https://www.post-gazette.com/business/money/2020/05/23/The-pandemic-is-boosting-a-stagnant-meal-kit-industry-Will-interest-persist-when-people-can-leave-homes/stories/202005220010>

"Preparing Fresh, Healthy Food at Home with Meal Delivery Kits," 09 June 2020 <https://reportedtimes.com/preparing-fresh-healthy-food-at-home-with-meal-delivery-kits/>

"Meal kit industry expected to hit \$20B by 2027 | Grocery Dive." 6 Jun. 2020, <https://www.grocerydive.com/news/meal-kit-industry-expected-to-hit-20b-by-2027/579265/>.

;"Etsy sales doubled in April thanks to homemade masks," 06 May 2020

<https://www.theverge.com/2020/5/6/21249870/etsy-mask-sales-earnings-doubled-april-q1-2020-results>

"China's Factory to Consumer (F2C) Revolution ... - Vander.co."

<https://vander.co/chinas-factory-to-consumer-f2c-revolution-challenges-and-opportunities/>.

"Tons of fear': How DTC companies are dealing with Trump's" 22 Aug. 2019,

<https://www.modernretail.co/startups/tons-of-fear-how-dtc-companies-are-dealing-with-trumps-tariffs/>.

Risks

Adherence to All Legal and Regulatory Standards

The purchase of any tokens involves a high degree of risk, including but not limited to the risks described below. Before purchasing the Essential Shelf Tokens “ESS”, it is recommended that each participant carefully weigh all the information and risks detailed in this White Paper, and, specifically, the following risk factors.

Dependence on Computer Infrastructure

Essential Shelf Limited’s dependence on functioning software applications, computer hardware and the Internet implies that the Project can offer no assurances that a system failure would not adversely affect the use of your ESS Tokens. Despite the Project’s implementation of all of our expert and reasonable network security measures, our processing center servers are to some measure still vulnerable to computer viruses, physical or electronic break-ins or other disruptions of a similar nature. Computer viruses, break-ins or other disruptions caused by third parties may result in interruption, delay or suspension of services, which would limit the use of the Project’s Tokens.

Smart Contract Limitations

Smart contract technology is still in its early stages of development, and its application is of experimental nature. This may carry significant operational, technological, regulatory, reputational and financial risks.

Regulatory Risks

The blockchain technology, including but not limited to the issue of tokens, may be a new concept in some jurisdiction, which may then apply existing regulations or introduce new regulations regarding blockchain technology-based applications, and such regulations may conflict with the current ESS Token Smart Contract setup and ESS Token concept. This may result

in substantial modifications of the Project's Token Smart Contract, including but not limited to its termination and the loss of ESS Tokens as well as a suspension or termination of all the Project's token functions.

Taxes

Token holders may be required to pay taxes associated with transactions involving ESS Tokens. It is the sole responsibility of the token holder to comply with the tax laws of the relevant jurisdiction and pay all required taxes.

Force Majeure

The Project's performance may be interrupted, suspended or delayed due to force majeure circumstances. For the purposes of this White Paper, force majeure shall mean extraordinary events and circumstances which could not be prevented by Essential Shelf or its management and shall include: acts of nature, wars, armed conflicts, mass civil disorders, industrial actions, epidemics, lockouts, slowdowns, prolonged shortage or other failures of energy supplies or communication service, acts of municipal, state or federal governmental agencies, other circumstances beyond the Project's control.

Disclosure of Information

Personal information received from the Project's Token holders, the information about the number of tokens owned, the wallet addresses used, and any other relevant information may be disclosed to law enforcement, government officials, and other third parties when Essential Shelf Limited is required to disclose such information by law, subpoena, or court order. Essential Shelf Limited shall at no time be held responsible for such information disclosure.

Governing Law and Jurisdiction

Governing law and court of jurisdiction of the conditions above ("Terms") comply with the laws and regulations of Hong Kong and shall be interpreted and executed under the laws of Hong Kong. Disputes arising between parties concerning these Terms, their subject, or effectivity shall be resolved in the courts of Hong Kong.

Value of Essential Shelf Token

Once purchased, the value of ESS Token may significantly fluctuate due to various reasons. Essential Shelf does not guarantee any specific value of ESS Token over any specific period of time. Essential Shelf Limited shall not be held responsible for any change in the value of ESS Token. Assumptions with respect to the foregoing involve, among other things, judgments about the future economic, competitive and market conditions and business decisions, most of which are beyond the control of the Essential Shelf team and therefore difficult or impossible to accurately predict.

Please note that the Essential Shelf Project and/or ESS Token may be subject to risks not foreseen by its team at this time.